

"The Quarterly"

This is a publication put out by the
Mid-West Museums Conference -

We were contacted by phone by Mr. Lawrence
Shelton of the State Park Board of
Jefferson City, Mo. Box 176- 65101

Editor of the publication is -

Herman Eifort
Illinois State Museum
Springfield, Illinois 62706

They would like to do an article on
the Chinese Exhibition - 2 or 3 pages
with about 15 black and white photos
with brief description of objects.

FILE

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

AIRLINE REGIONAL MANAGERS AND OFFICE ADDRESSES

*Includes K.C. +
surrounding areas
East - West*

Mr. Howard Davidson
Braniff International Airlines
301 E. Armour
K.C., Mo. 64111

Mr. Gil Neuman
N. Central Airlines
501 Farnam Building
Omaha, Nebraska 68102

Mr. Richard Gryczkowski
Frontier Airlines
3100 Broadway
Penn Towers Suite 218
Kansas City, Mo. 64111

Mr. Les Wood
Trans World Airlines
1016 Commerce Tower
Kansas City, Mo. 64105

Mr. Arthur Armstrong
United Airlines
KCI
PO Box 2004
Kansas City, Mo. 64195

*✓ already OK'd
wants 1,000
Brochures*

Mr. Cliff Trainer
Continental Airlines
1919 TenMain Center
Kansas City, Mo. 64105

Mr. J. R. Robinson
Delta Airlines
Continental Colony Parkway
Atlanta, Georgia

Mr. James Alfaro
Mexicana Airlines
1101 Walnut Street 905
Kansas City, Mo. 64106

MERCHANTS' ASSOCIATIONS

Plaza Merchants' Assoc.
4629 Wornall
KCMO 64112

Merchants Assoc. of Greater KC
823 Walnut
KCMO

Merchants' Assoc. (Antioch Shopping Center)
Judy Ives
5307 Center Mall
KCMO 64119

Merchants' Assoc. of Blue Ridge Mall
Perry Wilcox
55 Blue Ridge Mall
4200 Blue Ridge Blvd.
Independence, Mo. 64133

Merchants' Assoc. of Brookside Shopping Center
Mrs. Bea Mann
6314 Brookside Drive
KCMO 64113

Merchants' Assoc. of Ward Parkway Sh. Ctr.
Ms. Mary Lovelock
8600 Ward Parkway
KCMO 64114

Merchants' Assoc. (Metcalfe S. Shopping Ctr.)
Jane Yates
9635 Metcalfe
Overland Park, Ks. 66212

Merchants' Assoc. of Indian Springs
M. P. Keezer
4601 State Ave.
KCKS 66102

River Quay Merchants' Assoc.
Marilyn Maloney
116 W. 5th
KCMO 64105

Merchants' Assoc. of Independence Center
Jake Clark
2035 Independence Center
Independence, Mo. 64057

J. Morse Smit
5.8 Posters to send

COLLEGES & UNIVERSITIES

KC Area

- 1) Avila College
11901 Wornall
Kansas City, Mo.
- 2) Central Mo. State University
600 W. Mechanic
Independence, Mo.
- 3) Cornell College
5101 Oak Leaf Dr.
Kansas City, Mo.
- 4) The International University
3675 Noland Rd.
Independence, Mo.
- 5) Johnson County Community College
111 and Quivira
Kansas City, Kansas
- 6) Kansas City Art Institute
4415 Warwick
Kansas City, Mo.
- 7) Kansas City Kansas Community
Junior College
7240 State Ave.
Kansas City, Ks.
- 8) Park College
Parkville, Kansas ^{nmo?}
- 9) Penn Valley Community College
3201 Southwest Trafficway
Kansas City, Mo.
- 10) Rockhurst College
5225 Troost
Kansas City, Mo.
- 11) Kansas City College
& Bible School
7401 Metcalf
Overland Park, Kansas
- 12) University of Missouri
103 E. Kansas
Liberty, Mo.
- 13) University of Missouri
6300 Sulphur Parkway
Kansas City, Missouri
- 14) University of Kansas Division
of Continuing Education
39th and Rainbow
Kansas City, Mo.
- 15) University of Missouri-KC
5100 Rockhill Road
Kansas City, Mo.
- 16) University Of Missouri-Dentistry
650 E. 25
Kansas City, Mo.
- 17) William Jewell College
Liberty, Mo.
- 18) *Dennelly College?*
1236 Saunders St.
- 19) *Graceland College?*
9900 E. Winona
- 20) Mid-America
2030 College Way
Olathe, Ks.
- 21) University of Missouri
School of Medicine
2220 Holmes
Kansas City, Mo.
- 22) University of Missouri
Conservatory of Music
4420 Warwick
Kansas City, Missouri
- 23) University of Missouri —
Platte County Extension
114 4th Street
Platte County
Tiffany Springs, Missouri

*Conrad
Memorandum*

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April 20th to June 8th, 1975

中华人民共和国出土文物展览

Walden Book Store
95 ea & Metcalf 66212
+
2450 Grand
K.C., MO

B. Dalton Bookseller
3925 W. 49 Terr.
8600 Ward Parkway
45 + Metcalf

Glenn Books, Inc.
1227 Baltimore

Bennett - Schneider
300 Ward Parkway
Plaza

Bibliomania -
Crown Center Shops

Cakesbury
1105 Grand
K.C. Mo.

The Grolier Society
3245 Broadway

Jackson Co. Comm. Coll.
111 + Quivira Rd.

Stil, Baer & Fuller
Bookstore
8800 Ward Parkway
+
Independence Ctr.

Halls - Bookstore
& Plaza - 211 Nicol Rd
Crown Ctr 200 E. 25th

Macy's - 1034 Main⁸
~~Macy's~~
Antioch - Union Rd E
Antioch NKC
Indy - 291 + 1-70
Indian Spurres 47th Stree
KCK
Landing - meyer @ Paseo
Mission - Johnson + Roe
Plaza - 400 W 47th
Red Bridge - Red Brs
Holmes

CONSULAR CORPS

OF

GREATER KANSAS CITY

U. S. A.

MAILING ADDRESS:

P. O. Box 1237
Kansas City, Mo. 64141

OFFICE:

Secretary

PHONE:

842-8500

October 31, 1974

Mrs. Ross Taggart
Nelson Gallery of Art
4525 Oak Street
Kansas City, Missouri 64111

Dear Mrs. Taggart:

As you requested, we are listing below the countries represented in the Kansas City area by members of the Consular Corps:

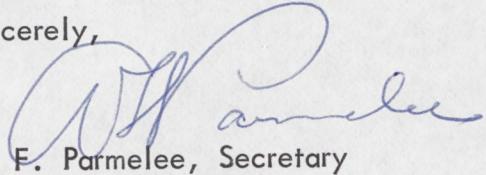
Belgium	Great Britain
Bolivia	Ireland
Republic of China	Italy
Colombia	Japan
Costa Rica	Luxembourg
Denmark	Mexico
Finland	Netherlands
France	Sierra Leone
Germany	Spain
Sweden	Switzerland
Thailand	

We will be pleased to furnish additional information for your use in connection with the visiting Chinese exhibition next year.

Three of the above Consulates have been established in the past four months and possibly others will be established before the time of the exhibition.

If we can be of further help to you, please advise.

Sincerely,


A. F. Parmelee, Secretary
(Consul for Denmark)

AFP/pm

November 5, 1974

Mr. A. F. Parmelee, Secretary
Consular Corps of Greater Kansas City
P. O. Box 1237
Kansas City, Missouri 64141

Dear Al,

Thank you very much for the list of
Consulates and for your offer of help. We will
keep in touch and probably consult you again as
the time for the exhibition approaches.

Sincerely,

Mrs. Ross E. Taggart
Executive Secretary

Miss Johanna Bromberg
History Department
Kansas City, Missouri Public Library
311 East 12th Street
Kansas City, Missouri 64106

Dear Miss Bromberg:

C

O

P

Y

Mrs. Lois Stock

P. S. Johanna, please excuse the form letter - Lois

Bibliography - Info Sheet News Release

Publicity

Advance Booking: CHINESE ARCHAEOLOGICAL TREASURES

Date Received 1-21

Name of Group KC Public Library No. _____

Group Representative : Jahanna Bramberg

City _____ State _____

Address 101st. Dept.

City, State, Zip 3118 7th 64106

Check enclosed for Tickets-

Phone 64471 221-1717

Amount \$ _____

Day and Date Requested for C.A.T. Booking Time

1st Choice _____

We (do, do not) Desire
booking for tour of your
permanent collections.
Check if desired --

2nd Choice _____

General _____ Oriental _____

3rd Choice _____

Other _____

Lunch for groups by reservation only; check if information

desired. _____

Arriving Gallery via Bus Car Accommodations while in Kansas City
No. of vehicles _____

Office Use Only: Daily Master _____; Log Daily Conf. _____; Card File ;

Folder Group Listing _____; Edc. _____; C.L. _____; Letters _____ : _____ : _____ :

Info. Pkt. _____; Tickets _____; Recp't. Sent _____; Monthly Coded Clndr. _____

Phone _____ Letter _____

K.C. Mo. Public Library

Have sent her some preliminary info.

Her main interest was in providing
supplementary reading material relative
to the show.

They may also have something else
to offer in the way of publicity

Eighth Street
Head of Children's Dept.
Library

2/10/75

Mr. Jim Klug
Commerce Bancshares - Marketing Dept.
720 Main St.
Kansas City, Mo. 64199
Phone - 234-2386

Commerce Bancshares publishes a bi-monthly magazine & would like to feature a one page article on the Chinese Exhibition. This magazine would go to shareholders, and state legislators.

Commerce Bancshares includes the Commerce Bank of K.C., other K.C. area banks, banks in St. Louis, Arkansas and other areas.

Mr. Klug will send us a copy of the magazine and said that he would call back to speak with Mr. Martin.

will send Mr. Klug
an info packet



COMMERCE BANCSHARES, INC.

February 10, 1975

Executive Plaza Building
720 Main Street - P.O. Box 13686
Kansas City, Missouri 64199
Phone: 816-234-2000

Mr. Robert Martin
c/o Chinese Exhibition Office
Nelson Gallery of Art
4525 Oak Street
Kansas City, Missouri 64111

A Registered Bank Holding Company

Dear Bob:

Commerce Bancshares, Inc. is a state-wide multi-bank holding company with 30 affiliate banks throughout Missouri. I am editor of the company's bi-monthly magazine which is sent out to all employees, stockholders and Missouri Legislators. We are interested in doing a story on the Chinese Exhibit coming to the Nelson Gallery of Art in April.

Ms. Sandy Williams has already sent me some materials concerning the exhibit. Anything you could add would be most appreciated. I will be contacting you in the future for some specific information regarding the exhibit. If you have any thoughts or suggestions, please don't hesitate to call me.

I am enclosing a copy of the most recent issue of our publication to give you an idea of format, design and layout. Our story on the Chinese Exhibit should probably run one full page, and I would like to include some photographs.

Thank you for your kind attention. I look forward to visiting with you soon.

Sincerely,

James M. Klug
James M. Klug
Public Relations Assistant

JMK:cl

Enclosure

2/12/75
will be out April 1
need by March 24

Fris

The Chinese Exhibition

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April 20th to June 8th, 1975

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MEMORANDUM

March 3, 1975

To: Ellyn Abloff, Plaza Association
From: Rob Martin, Nelson Gallery-Atkins Museum
Subject: The Chinese Exhibition

RJM

This is to confirm our discussion relating to promotional planning for the Exhibition.

1. The proposed graphics for the black-and-white horse head banner which we reviewed in my office this morning are fine. It is our understanding that this will be a cloth banner, approximately 4 X 3 feet, and will be used on outdoor lamp posts and in similar ways.

As to the proposed in-store/window posters, we understand these will be black-and-white and show the full view of the Flying Horse. Please assure that the direction of the horse is to the left. We also discussed a white-on-red calligraphy banner, of a 3 X 4 foot size for in-store use and for possible use on lamp posts alternating with the horse's head.

Let's review the initial thumbnail sketches as soon as they're ready.

A review of copy points:

THE CHINESE EXHIBITION

(Same type faces
as existing pos-
ters)

Nelson Gallery-Atkins Museum

Opening April 20

Note the change in the use of the date.

THE CHINESE EXHIBITION/ Page 2

2. The Public Service Announcement (commercial) copy which we discussed is attached. This is initial copy and not intended to restrict the creative approach. I'll work with the stations in shaking it down.

3. The proposed agenda for the communicators' luncheon on Wednesday, 3/5, is attached. Please make adjustments as required.

•COMMUNICATORS' LUNCHEON

Wednesday, 3/5/75

Proposed Agenda

Welcome and Why the Meeting? - Ellyn Abloff

The Chamber of Commerce's Interest - John Gilbert

Why It's Important for Kansas City - Larry Lubenow

The Significance of the Exhibition, Overall Planning to Date,
and Progress Being Made - Marc Wilson

Communications' Challenges - Rob Martin

How You Can Help (Specifics) - Ellyn Abloff

Q & A

Notes:

1. Each speaker will prepare his own remarks around the topic indicated. Visuals may be used. A slide projector and screen will be available as required.
2. Ellyn Abloff will show the graphics' approach which she and Rob Martin worked out, will talk costs relating to banners and posters, and will address the timetable involved in getting a cooperative effort together.
3. All of the materials discussed will be available city-wide, and thereby provide a continuity to the effort.

March 5, 1975
Luncheon Meeting
Woodside Racquet Club

Ellyn Abloff
Plaza Association
4629 Wornall Rd - 753-0100

Ray Bennison
Convention & Visitors Bureau
1021 Baltimore 251-5242

Bob Bernstein
Bernstein-Rein & Boasberg
800 W. 47th - 756-0640

Pete Brake 456-1441
KMBA-TV BMA TOWER
KANSAS CITY, MO 64108

Lee Derrough
Worlds of Fun 454-4545
4545 Worlds of Fun Ave

Kathy Donnelly 310 Ward Parkway
J.C. Nichols 561-3456

Jack Felton 561-6600
Interstate Brands Corporation
12 E Armour

Carl Flickinger 753-4567
WDAF-TV 3030 Summit
Kansas City, Mo. 64108

John Gilbert 221-2424
Chamber of Commerce
920 Main

Bill Grigsby
Kansas City Scouts

Bob Gringrich 421-2236 KANSAS CITY, MO. 64141
Crown Center Redevelopment

Sam Hales 600 TenMain Center
Chamber of Commerce Kansas City, MO. 64105

Hal Heavener 283-4000
Waddell & Reed
1 Crown Ctr, KCMO

Greg Helm
Ad 11

Sue Lambeth 753-0100
Plaza Association
4629 Wornall Rd

Walt Lockman 236-9800
KMBZ-KMBR
4935 Belinder

Craig Lowder 454-4545
Worlds of Fun
4545 Worlds of Fun Ave

Larry Lubenow
Carl Byoir & Associates
800 Second Ave NY NY
212-968-6100 10017

Marilyn Maloney 842-2548
River Quay Merchants Association
116 W. 56th KANSAS CITY, MO

Rob Martin 4525 Oak KCMO
Nelson Gallery

Marshall Miller 842-9692
Swanson-Midgley-Eager-Gangwere
Commerce Bank Bldg

Bob Moore - 531-1490
Westport Square Venture
230 Westport Square

Gerry Noonan
KCMO-TV 125 E. 31st - 531-6789

Art Parks
KMBC-TV 111 Central 421-2650

Tom Reno
City Information Office

Fred Rivers 842-8750
Merchants Association
823 Walnut KCMO

Steve Rose 381-1010
Scout-Sun 1-435 + Metcalf 66212
Overland Park, KS

Bruce Sloan 1700 Wyoming KANSAS CITY, MO 421-3131
Kansas City Kings 64102

Nancy Stutzman 310 Ward Parkway
J. C. Nichols Co. 561-3456

Howard W. Turtle 421-1212
Kansas City Star 1701 Metcalf
KCMO

Bob Wardlow
Kansas City Advertising Federation

Marc Wilson 4525 Oak
Nelson Gallery KCMO

Rob Wood 381-1010
Kansas City Magazine
1-435 and Metcalf
Overland Park, Kansas 66212

April 2, 1975

Mr. Frank Maier
NEWSWEEK
430 N. Michigan Avenue
Chicago, Illinois 60611

Dear Mr. Maier:

Our phone conversation last week suggested some areas of interest which NEWSWEEK might explore in connection with the Chinese Exhibition's visit to Mid-America.

Certainly this is an art and archaeological exhibition of profound significance -- a story which has been repeatedly told since the exhibit opened in Paris nearly two years ago. But, it is an exhibition that has literally come a long way since the Petit Palais showing; it now will rest in the agrarian heartland of America. That agricultural aspect - as it relates to China's own agrarian nature - is one interesting story line yet undeveloped.

Then why Kansas City? It's a simple question with complex answers - some of which we can answer, some of which are buried in the highest level of Washington bureaucracy. Nonetheless, why Kansas City?

In essence, don't rule out story possibilities; especially important now are those which vault beyond the "Art Section." Mounting a Chinese Exhibition is a complicated business, and behind-the-scenes are numerous fascinating angles awaiting exploration.

Enclosed for your interest are a number of materials which we have already released. We will keep you apprised of plans for the opening. Who knows?...Even a Ford, Rockefeller, or Kissinger may hop to KC for the start of the biggest cultural event ever to hit the breadbasket.

Sincerely,

Robert K. (Rob) Martin
Project Director

FILE



April 9, 1975

Mr. Rob Martin
Project Director
Nelson Art Gallery
4525 Oak
Kansas City, Missouri 64112

Dear Rob:

Here is the list of people who have donated alot of time and a great deal of money to develop the commercials. I have only listed the people that have really made a contribution and again absorbed alot of expenses.

I hope that there is something the gallery can do to show these people how much their efforts were appreciated.

Again if there is anything I can do, please don't hesitate to call.

Sincerely,

Ellyn Abloff
Director of Public Relations
and Promotions

EA/bt

The Country Club **Plaza** Association

Mr. Mike Fasone
Reuter-Fasone Advertising
4050 Broadway
Kansas City, Missouri 64111
(Wrote copy)

753-7272 ✓

Lonnie Dale
KBMA-TV
BMA Tower
Kansas City, Missouri 64108
(Donated direction of T.V.)

756-1441 ✓

Mr. Don Wornock
Stage 3 Sound Recording
12 East 39th Street
Kansas City, Missouri 64111
(Donation of audio)

531-1375 ✓

Grayson Enlow
5715 Maple
Mission, Kansas
(Donated talent for audio)

Dan Pedersen
KBMA-TV
BMA Tower
Kansas City, Missouri 64108
(Dubbed the spots for other T.V.)

561-0498 ✓ 756-1441

Teddi Oppenheimer
6430 Riley
Overland Park, Kansas 66202
(Donated engineering)

Pete Brake
KBMA-TV
BMA Tower
Kansas City, Missouri 64108
(Donated \$400 worth of production)

Don Bybee
KMBZ-KMBR
P. O. Box 98
Kansas City, Missouri 64141
(Made all the dubs for radio copy)

Dave Holt
Worlds of Fun
4545 Worlds of Fun Avenue
Kansas City, Missouri 64161
(Distribution)

454-4545

Robt. Bernstein
BERNSTEIN, REIN,
& BOASBERG
ADVERTISING

756-0640

FILE

Kansas City for the fun of it all

Convention and Visitors Bureau of Greater Kansas City

Ray Bennison, President

April 9, 1975

Robert Martin
Project Director
Chinese Exhibition
Nelson Gallery of Art
45th & Oak
Kansas City, Missouri

Dear Rob:

On page 31 of the enclosed publication you will find a picture of the information booth that the Convention and Visitors Bureau is planning to provide at the Nelson Gallery of Art for the duration of the Chinese Exhibition.

Please give me a call so that we can coordinate the installation of the information center.

Cordially,


Betty Jean Stanford
Communications

encl.

Kansas City

for the fun
of it all

Convention and Visitors Bureau of Greater Kansas City

Bob
Ray Bennison, President

April 16, 1975

Mr. Lawrence Sickman
Gallery Curator
The Nelson Gallery of Art
and Atkins Museum
4525 Oak Street
Kansas City, Missouri 64111

Dear Mr. Sickman:

In conversation with Miller Nichols, Bob Gaynor and Charles Kimball, we offered to establish a visitors information booth at the Nelson Art Gallery during the Chinese Exhibition. We are prepared to staff the booth as well.

The purpose of the information center is to provide additional information on the city and its attractions. As you know, we have a Visitors Information Center downtown at our Convention and Visitors Bureau offices, but undoubtedly there will be a great number of persons from out of town who will be at the Gallery looking for additional information on the city.

Betty Jean Stanford of our staff has been in contact with Rob Martin regarding this operation. As of yet, we've not heard whether or not you feel it is appropriate to have this booth and whether you want our help.

Mr. Sickman, possibly you can get us some decision on this matter. You can appreciate that we need some advance notice on this operation.

Cordially,

Ray Bennison
Ray Bennison

RBc1

cc: Bob Gaynor
Miller Nichols
Charles Kimball
Merrill Talpers

*Paul Haske
Furnell*

M. Wilson

NEWS MEDIA WHICH ATTENDED PRE-OPENING

EVENTS, SATURDAY, APRIL 19, 1975

PRINT MEDIA

Brookfield (Missouri) Daily News Bulletin

Calvin Communications (Kansas City)

Chicago (Illinois) Sun-Times

Country Club Plaza Association (Kansas City)

Dispatch Newspapers (Kansas City)

Emporia (Kansas) Gazette

The Independent Magazine (Kansas City)

International Press Association (Local Correspondent)

Johnson County (Kansas) Community College

Journal World (Lawrence, Ks.)

Kansas City Happenings (Kansas City)

Kansas City Kansan (Kansas City Kansas)

Kansas City Star (Kansas City)

Kansas City Star Magazine (Kansas City)

Kansas City Times (Kansas City)

Kearney (Missouri) Courier

Key to the News (Kansas City)

Lincoln (Nebraska) Journal

National Catholic Reporter (Local Correspondent)

National Observer (Local Correspondent)

National Public Radio (Washington)

New York Times

Richmond (Missouri) News

Salt Lake City (Utah) Tribune

St. Louis (Missouri) American

(more)

NEWS MEDIA/ Page 2

PRINT MEDIA, con't.

St. Louis (Missouri) Post-Dispatch
Scottish Rite Herald (Kansas City)
The Scout (Prairie Village, Ks.)
Sun Publications (Overland Park, Ks.)
Telegraphics, Inc. (Baldwin, Ks.)
The Tulsa (Oklahoma) Tribune
UMKC (University of Missouri at Kansas City) Press
University Daily Kansan (Lawrence, Ks.)
United Press International (Kansas City)
United Press International (New York)
Variety (Local Correspondent)
Wednesday Magazine (Kansas City)
Wichita (Kansas) Eagle
Wichita (Kansas) Independent
Wichita (Kansas) Journal

BROADCAST MEDIA

KCMO-TV-5 (Kansas City)
KCPT-TV-19 (Kansas City Educational)
KMBC-TV-9 (Kansas City)
WDAF-TV-4 (Kansas City)
WHB-AM-radio (Kansas City)

fill

MEMORANDUM

To: L. Sickman
From: R. Martin *RJM*
Subject: Thank You Letters

June 11, 1975

cc: T. Coe
M. Wilson

The following is a list of names which you requested for purposes of sending thank you letters. They are listed in no particular order.

Jack W. Claflin
Manager, Cargo Sales
Trans World Airlines
P.O. Box 20447
Kansas City, Mo. 64153

(for the safe arrival/handling)

cc: B.E. "Ernie" Fedde
Cargo Sales Representative

Mr. O. W. Thomas, Jr.
President
ABC Allied
5244 Main Street
Kansas City Mo.

(for the safe, rapid load-
ing/unloading)

cc: J. F. Anderson
Vice President

Chief Joseph McNamara (for security and traffic support)
(with acknowledgements to the following:

Major Fred Guenther
Captain Richard Fletcher
Sergeant John McLaury
Officer John Perry
Officer Richard Healzer

Major Francis Tye
Captain Leo Lograsso

Mr. Robert Kipp
City Manager
City of Kansas City, Mo.
29th Floor, City Hall
Kansas City, Mo. 64106

(acknowledgements to: Robert L. Herchert, Director of Administra-
tion

(more)

Delbert F. Karmeier, Director of Transportation
Frank H. Spink, Jr., Director of Fire
Dennis E. Lambert, Assistant to the City Manager
Tom Reno, Director, Office of Public Information
James Lee, Transportation Dept.

(mention these departments generally: Transportation, Fire, Public Works, Parks and Recreation, Health, and of course, Police.)

Mr. Robert P. Edwards
Director of Operations
Kansas City Area Transit Authority
1627 Main
Kansas City, Mo.

(Edwards coordinated the shuttle bus requirements)

cc: Mr. Larry Huffman
Director - ATA

Dr. Charles N. Kimball
Chairman of the Board
Midwest Research Institute
425 Volker
Kansas City, Mo. 64110

(for his personal support and that of the Prime Time Steering Committee and of the Advisory Committee for the Chinese Exhibition)

Mr. Donald Hall
President
Hallmark Cards, Inc.
2501 McGee
Kansas City Mo. 64141

(for his personal support and that of the Prime Time Steering Committee and of the Advisory Committee for the Chinese Exhibition, with special thanks to William S. (Bill) Johnson, Director, Public Relations, Hallmark, Inc. for his extraordinary support)

(other members of the Advisory Committee, as appropriate. List attached)

Mr. Chris Marker
General Manager
Crown Center Hotel
One Pershing Road
Kansas City, Mo. 64141

(for the handsome lobby display focusing on the exhibition and for the giant billboard (I-29), and for the very special support of Barbara Harlow, Director of Public Relations, throughout the show.)

(more)

Thank You Letters/ Page 3

Mr. Earl Reynolds
General Manager
Alameda Plaza Hotel
Ward Parkway at Wornall
Kansas City, Mo.

(for special support of the exhibition. Thanks to Peter Green and Katie Spratt)

Mr. Phil Heyl
General Manager
Plaza Inn Motel
45th and Main
Kansas City, Mo.

(special cooperation in connection with the exhibition.
Treatment of Chinese, rooms for VIPs on short notice, etc.)

Mr. Miller Nichols
Chairman
J.C. Nichols, Inc.
310 Ward Parkway
Kansas City, Mo.

(support by the Nichols Company, especially for the Sears parking lot. Mention that the shuttle bus service "broke even.")

cc: Mr. Davis Jackson
President

Mr. Rick Nash

Mr. Paul Miner
Chairman of the Board
Kansas City STAR/TIMES
1729 Grand
Kansas Cty, Mo. 64108

(for outstanding public support of the exhibition (Miner) and special thanks to Don "Casey" Jones, Alice Hartman, Repps Hudson, Elsye Allyson, Laura Hockaday, Don Hoffman, John Dauner, Paul Haskins, Dave Winger, Roy Inman, Diane Stafford, Kate Leahe, Joe Coleman, Howard Turtle).

Mr. Charles McAbee
General Manager
KCMO-TV-5
125 E. 31st.
Kansas City, Mo. 64105

(special acknowledgement to Stan Cramer and Charles Campbell for the program "Treasures of China" (30-minute documentary). And for general news coverage of the exhibition.)

Mr. Ro Grignon
General Manager
WDAF-TV-4
Signal Hill
Kansas City, Mo. 64108

(for news coverage of the exhibition)

(more)

THANK YOU LETTERS / Page 4

Mr. Ellis Shook
General Manager
KMBC-TV-9
1049 Central
Kansas City, Mo. 64105

(for news coverage of the exhibition and special thanks for live and taped interview segments, including the "et-cetera" program (half-hour with Marc Wilson)

Mr. Robert Ingram
President
Ingram Investment Co.
Waltower Blvd.
Kansas City, Mo.

(for outstanding public support by KBEA Radio of the exhibition via general news coverage and by a continuing series of two-minute programs produced in co-operation with the Nelson Gallery. These were aired beginning April 1 and ran through the seven weeks of the exhibit. Ingram owns KBEA)

Dr. Harold Finch
Acting Interim Admistrative Chief
Johnson County Community College
111th and Quivira
Overland Park, Ks.

(special thanks to Pinky Kase, Sally Vandenberg, and Steve Griffith for production of the video tape program about the exhibition. Valuable public and educational service.)

Mr. Phil Slimm
President
Plaza Association
4629 Wornall Road
Kansas City, Mo. 64112

cc: Mr. Davis Jackson
President - J.C. Nichols Co.

(for outstanding support of the exhibition by merchants of the Plaza. Banners, placards, etc. Special thanks to Ellyn Abloff, Director of Public Relations and Promotions, and to Sue Lambeth)

(more)

THANK YOU LETTERS / Page 5

Mr. Phil Slimm
President
Halls Retail Operations
Halls Plaza Store
211 Nichols Road
Kansas City, Mo. 64112

(for singularly outstanding support of the exhibition via the Chinese merchandising themes at the Plaza and Crown Center Stores. The Halls Plaza store was probably the most distinctive store in the city.

Mr. George Hammond
Chairman of the Board
Carl Byoir & Associates, Inc.
800 Second Avenue
NY NY 10017

(something about RKM will be greatly appreciated)

cc: Robert J. Wood, President- New York
John F. Budd, Jr., Group Vice President - New York
William L. Waddell, Regional Manager
(Address for Waddell:

Life of Georgia Tower
600 Peachtree Street N.W.
Atlanta, Ga. 30308

Others for consideration: Wells Fargo Guard Services (Ralph Pusey, Branch Manager, 4127 Broadway), Red Cross (Dick Fletcher has the contact and has written his own letter), and "Tea Ladies" (Mrs. Weltmer and friends)

#/#/#

ADVISORY COMMITTEE FOR CHINESE SHOW

Donald Hall
Hallmark Cards
Crown Center
Kansas City, Missouri 64108

Dr. Charles Kimball
Midwest Research Institute
425 Volker Blvd.
Kansas City, Missouri 64110

Dr. James Olson
U.M.K.C.
5100 Rockhill Road
Kansas City, Missouri 64110

Miller Nichols
J.C. Nichols Company
310 Ward Parkway
Kansas City, Missouri 64112

Morton Sosland
Sosland Envelope Company
4800 Main Street
Kansas City, Missouri 64112

Paul Miner
Kansas City Star
18th and Grand
Kansas City, Missouri 64108

William Kemper
721 Commerce Bank Bldg.
Kansas City, Missouri 64106

Robert Gaynor
American Tel & Tel
811 Main Street
Kansas City, Missouri 64105

Ilus Davis
Dwight Building
1004 Baltimore
Kansas City, Missouri 64105

George Powell, Sr.
P.O. Box 7270
Shawnee Mission, Kansas 66207

Mayor Charles Wheeler
City Hall
414 E. 12th
Kansas City, Missouri 64106

R. Crosby Kemper, Jr.
United Missouri Bank
P.O. Box 226
Kansas City, Missouri 64141

Barret Heddens
First National Bank
P.O. Box 294
Kansas City, Missouri 64141

James M. Kemper
Commerce Bank
Box 248
Kansas City, Missouri 64141

Richard Berkley
Tension Envelope Company
819 E. 19th St.
Kansas City, Missouri 64108

Dr. Robert H. Hodge
2029 Burlington
North Kansas City, Missouri

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

July 2, 1975

MEMORANDUM

TO: Marc F. Wilson

FROM: Rob Martin

SUBJECT: THE CHINESE EXHIBITION - CONTACTS FOR PUBLICITY

Miss Ellyn Abloff
Director of Public Relations
The Plaza Association
4629 Wornall Road, KCM 64112
Phone: 753-0100

also: Miss Sue Lambeth
Asst. to the Director of
Public Relations
The Plaza Association

(Ellyn was responsible for co-ordinating all the promotional materials distributed to the merchants of the Plaza and for encouraging the support of the Plaza for the exhibition. She can be a coordinator of publicity for special events. Miss Lambeth, her assistant, is also very capable.)

Mrs. Barbara Harlow
Director of Public Relations
Crown Center Hotel
1 Pershing Road, KCM 64108
Phone: 474-4400

(Mrs. Harlow was extremely helpful regarding the treatment of "VIPs" visiting the exhibition. She was also responsible for the attractive display in the hotel lobby. The Crown Center is more than willing to work with the gallery on any event that may bring people to KC.)

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Philip Pistilli, President
 Peter Green
 Ms. Katie Spratt
 Alameda Plaza Hotel
 Ward Parkway at Wornall, KCM 64112
 Phone: 756-1500

(Can also be helpful for out-of-towners. Ms. Spratt is very publicity-minded.)

Phil Heyl, Manager
 Plaza Inn
 45th & Main, KCM 64111
 Phone: 753-7400

(Aside from accommodating our Chinese friends, this gentleman was able to accommodate several people at our request, so that they might be as close to the gallery as possible. An example is the CBS film crew.)

Ms. Sue Parsons,
 Public Relations Director
 Halls Plaza Store
 211 Nichols Road, KCM 64112
 Phone: 274-5000

also: Phil Slimm
 President, Plaza Halls

(Sue has access to media via advertising and publicity channels through Halls. Halls' support of the Chinese Exhibition was reflected in a great deal of store promotions. Phil Slimm is President of the Plaza Association and gave outstanding support of the exhibition by merchants of the Plaza.

Miller Nichols, Chairman of Board
 Davis Jackson, President
 J. C. Nichols, Inc.
 310 Ward Parkway, KCM 64112
 Phone: 561-3456

(Support by the Nichols Company, especially for the Sears Parking Lot.)

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John Gilbert
 Chamber of Commerce
 600 TenMain
 920 Main, KCM 64105
 Phone: 221-2424

Dr. Charles N. Kimball
 Chairman of the Board
 Midwest Research Institute
 425 Volker, KCM 64110
 Phone: 561-0202

(He personally supported the Chinese Exhibition and was on the Prime Time Steering Committee and the Advisory Committee.)

Donald Hall, President
 Hallmark Cards, Inc.
 2501 McGee, KCM 64141
 Phone: 274-5111

also: William S. (Bill) Johnson
 Director, Public Relations
 Hallmark Cards, Inc.

(Extraordinary support.)

Rob Martin
 Carl Byoir & Associates, Inc.
 Life of Georgia Tower
 600 W. Peachtree Street, NW
 Atlanta, Ga 30308
 Phone: 404-881-1353

(Consulting capacity.)

Larry Lubenow
 Carl Byoir & Associates, Inc
 800 Second Avenue, NY 10017
 Phone: 212-986-6100

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Kansas City STAR/TIMES
 1729 Grand, KCM 64108
 Phone: 421-1200

City Desk: 221-1200

GENERAL & "SPOT" NEWS:
 Alice Hartman Casey Jones
 Paul Haskins Don T. Jones
 Repps Hudson

SOCIETY & PEOPLE NEWS/FEATURES
 Elsye Allyson
 Laura Hockaday

Betty Debnam) children's
 Barbara Moffitt) subject

Don Hoffman) art

Joe Coleman) photography

Ms. Pris Myers
 U P I
 220 W. 11th, KCM 64105
 Phone: 471-2070

Robert Ingram
 Ingram Investment
 KBEA Radio
 1701 S. 55th Street, KCK 66106
 Phone: 432-1480

(KBEA did the 2-minute up-date
 spots for the Chinese Exhibition
 from April 1 through June 8.)

Peter Brake
 KBMA - TV - 41
 BMA Tower, KCM 64108
 Phone: 756-1441

(KBMA can be very helpful in
 promoting events. The station
 produced Public Service Announce-
 ments - PSAs) and distributed
 them at no cost to the gallery
 to radio and TV stations in the
 Mid-West specifically for the
 Chinese Exhibition.)

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Stan Cramer/Charles Campbell
 KCMO - TV - 5
 125 E. 31st Street, KCM 64108
 Phone: 531-6789

(These media people can be
 of immense help in dissemin-
 ating information and favor-
 able publicity.)

Tom Reno, Director
 Office of Public Information
 City of Kansas City
 414 E. 12th Street, KCM 64106
 Phone: 274-2601

Frank Vaydik, Director
 Parks & Recreation
 City of Kansas City
 414 E. 12th Street, KCM 64106
 Phone: 274-1354

Veronica Dolan
 Public Relations Consultant
 Denver Museum of Natural History
 City Park
 Denver, Colorado 80205
 Phone: 303-399-0870

Rod Hardy
 Public Relations
 Kansas Geological Survey
 Lawrence, Ks 66044
 Phone:

(Rod's help was invaluable and
 he probably would be very willing
 to assist on other projects.)

(Referred by Jack Felton, Inter-
 state Brands Corps.)

Nat Levine
 Executive Parlour Car